

# LONDON ART FAIR

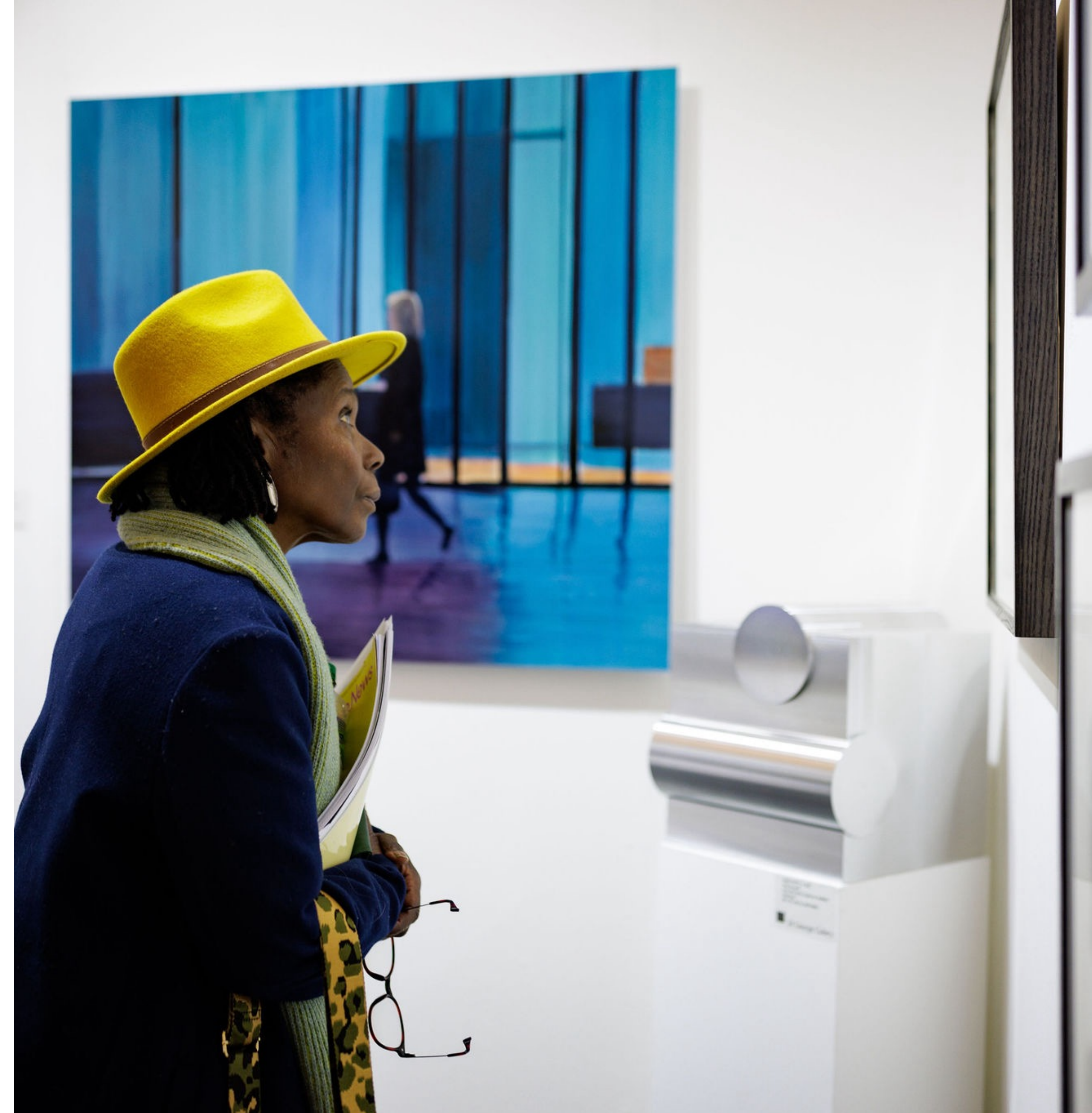
MAIN FAIR

# EXHIBITING AT LONDON ART FAIR

Launching the art world year in 2025, the Fair welcomes over 24,000 visitors and over 120 galleries presenting Modern and Contemporary works from both established and emerging artists.

London Art Fair will return to the Business Design Centre for its 36th edition from 22-26 January 2025 (21 January Preview Evening).

Founded in 1989, London Art Fair is the platform for discovery known for connecting the best galleries from around the world with both seasoned and aspiring collectors. The Fair provides a unique opportunity to discover and champion the most outstanding Modern and Contemporary Art.





The Fair hosts four distinct exhibiting sections for both UK and International galleries:

#### MAIN FAIR

Featuring galleries displaying Modern and Contemporary Art; from established names to today's leading artists.

#### ENCOUNTERS

International contemporary galleries presenting curated thematic displays by emerging artists or well-known names working in new or unexpected ways. Including solo shows, group displays and large-scale installations.

#### PRINTS & EDITIONS

The 2024 edition of the London Art Fair unveiled its inaugural Prints and Editions section. This newly introduced segment presents a curated selection of galleries dedicated to limited editions and photography and provides a platform for both emerging artists and established luminaries in printmaking and publishing.

#### PLATFORM

Focusing on a distinctive theme this section highlights mediums or thematic displays which are typically under-represented within the London Art Fair. Pulled together by a curator Platform brings a fresh perspective to the Fair each year.



# 2024 HIGHLIGHTS

In 2024, the Fair maintained a strong market position, with a high attendance of over 24,000 visitors across the week.

Galleries at all levels of the market saw good sales both in the Main Fair and our specially curated sections, Encounters, Prints & Editions, Platform and Photo 50.

London Art Fair has collaborated with 10 museums to date, and for its 2024 annual Museum Partnership, invited Charleston, known for being the home of The Bloomsbury set, to showcase its exceptional collection of art, textiles, and ceramics. Charleston is renowned for being the former residence of

many of the 20th century's innovative artists, writers, and thinkers.

Photo50, curated by Revolv Collective featuring an exhibition featuring works by artists including Joshua Bilton, Hannah Fletcher, Rahima Gambo, Rowan Lear, Marie Smith and Jackson Whitefield, among others. The exhibition explores the representation of labour and its diversity in the context of the land, showcasing photography practices that expand its possibilities.

[PRESS RELEASE 2024](#)





# WHY PARTICIPATE?

## KEY PARTNERS

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APOLLO  
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British Journal of  
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Association of Women Art  
Dealers  
Own Art  
Sotheby's Institute of Art  
The Burlington Magazine

\*2024 Partners & Sponsors

Providing an important critical and commercial platform for contemporary art galleries in London at the start of the year

Opportunity to present your artists to our well-informed art buying audience

Networking and project opportunities with new buyers, curators, public and private museum and gallery professionals, institutions and partners.

London Art Fair attracts over 24,000 visitors each year.

Our primary ABC1 audience has large disposable incomes and mainly consists of high-net-worth individuals, as well as enthusiastic art collectors and lovers regularly adding to their collections

Our VIP programme is made up of 4,000 attendees; HNWI, art collectors, investors, C-Suite FTSE 100, society figures, senior press and top clients of our exhibiting galleries. A curated programme of events happening within the Fair and across London institutions and art galleries engages this key audience with the Fair.

In 2024, the fair introduced the Best Stand Award in partnership with Artlogic.

# 2024 IN NUMBERS

VISITORS

# 24,000

PR REACH

# 900m+

ADDITIONAL ADVERTISING REACH

# 18m+

AVE

# £7m+

MARKETING PARTNERSHIP REACH

# 2m+

COMBINED FOLLOWING OF INFLUENCER POSTS

# 2m+

COMBINED SOCIAL FOLLOWING (INSTAGRAM, X & FACEBOOK)

# 303k

NEWSLETTER SUBSCRIBERS

# 81k

PIECES OF PRINT AND ONLINE COVERAGE

# 200

PRESS VISITORS AND INFLUENCERS

# 100+

MEDIA PARTNERS

# 30+

# EXHIBITOR FEEDBACK

“London Art Fair kicks off the art fair year with a strong presence of high quality art and attracts a knowledgeable collector”

“London Art Fair is a tightly run fair and treats exhibitors with the utmost respect and care. Thank you.”

“Participating in London Art Fair 2024 was a fantastic opportunity for our contemporary art gallery to expand its program and gain international visibility. Thank you, London Art Fair, for providing a platform that truly values and promotes contemporary art on an international scale.”

“This is a fabulous Fair for small and large galleries alike, it is a platform where there is room for both. The quality of the buyers at the Fair is outstanding.”

“Glasgow Print Studio are the only remaining exhibitor from the very first iteration of London Art Fair. We travel from Scotland each year to attend the fair, so it is a crucial part of our national identity and exposure while remaining a great opportunity to make sales and support our artist’s practices”

LONDON ART FAIR 2024  
EXHIBITOR TESTIMONIAL VIDEO



# CONTACT US

If you have any questions regarding the application process or prices, please reach out to us:

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